What is claimed is:

- 1. A fluorescent tanning lamp comprising:
- a fluorescent tube;

an electrode placed within an end of said fluorescent tube;

an electrode support holding said electrode;

a stem holding said electrode support within said fluorescent tube; and

a cup having an open end opposite said electrode and positioned to surround said electrode, said cup being electrically isolated from said electrode,

whereby said cup shields said electrode increasing the service life of the fluorescent tanning lamp.

- 2. A fluorescent tanning lamp comprising:
- a fluorescent tube;

an electrode placed within said fluorescent tube;

an electrode support holding said electrode;

a stem holding said electrode support within said fluorescent tube; and

a cup having an open end opposite said electrode and positioned to surround said electrode, said cup being held by said electrode support,

whereby said cup shields said electrode and causes heat to be dissipated through said electrode support increasing the service life of the fluorescent tanning lamp.

- 3. A fluorescent tanning lamp as in claim 2 wherein: said cup is electrically coupled to said electrode support.
- 4. A fluorescent tanning lamp as in claim 2 further comprising:
- a bracket, one end of said bracket attached to said cup and another end of said bracket attached to said electrode support.
- 5. A fluorescent tanning lamp for use in a tanning bed comprising:
 - a fluorescent tube;
 - an electrode placed within said fluorescent tube; a stem attached to said florescent tube;

an electrode support held in said stem;

a lead wire connected to said electrode support;

a cup having a bottom end and an open end opposite the bottom end, said cup positioned to substantially surround said electrode; and

a cup support attach to the bottom of said cup and said electrode support, whereby said cup is electrically and thermally coupled to said electrode support and said lead wire,

whereby said cup shields said electrode and causes heat to be dissipated increasing the service life of the fluorescent tanning lamp.

6. A fluorescent tanning lamp for use in a tanning bed as in claim 5 wherein:

said cup support comprises an L-shaped bracket.

7. A fluorescent tanning lamp for use in a tanning bed as in claim 6 wherein:

the L-shaped bracket has a width substantially greater than a diameter of said electrode support.

8. A fluorescent tanning lamp for use in a tanning bed as in claim 7 wherein:

said cup, said cup support, and said electrode support are electrical conductors.

9. A fluorescent tanning lamp for use in a tanning bed as in claim 5 wherein:

said cup is cylindrical with a diameter and the open end is open over substantially the entire diameter.

- 10. A fluorescent tanning lamp for use in combination with a tanning bed comprising:
 - a tube coated with phosphor having two ends;
- a pair of electrodes, one of said pair of electrodes placed in each of the two ends of said tube;
- a pair of electrode supports each having a diameter and holding each of said pair of electrodes;
- a pair of stems, one each of said pair of stems attached to one of the two ends of said glass tube and holding a respective one of said pair of electrode supports;
- a pair of lead wires coupled to each of said pair of electrode supports;

a pair of cups each having a bottom with a slot therein adapted to pass through a respective one of said pair of electrode supports and having an open end opposing the slot, each one of said pair of cups positioned to surround a respective one of said pair of electrodes;

a pair of L-shaped cup supports having a width substantially greater than the diameter of each of said pair of electrode supports, one each of said pair of cup supports attached to the bottom of a respective one of said pair of cups and one of said pair of electrode supports, whereby each of said pair of cups is held in position encircling one of said pair of electrodes and is electrically and thermally coupled to one of said pair of electrode supports; and

an emissive material placed on each of said pair of electrodes,

whereby said pair of cups act as an electrode shield and heat sink increasing service life of the fluorescent tanning lamp.